

THE WOMEN IN ECONOMIC DEVELOPMENT FORUM

Sofitel Chicago Magnificent Mile
September 24 – 26, 2017

The Consultants Forum wishes to thank our Host Sponsors:



SUNDAY, SEPTEMBER 24TH

5:30 pm Registration Opens

6:00 pm Speaker & Sponsor Reception (Private)
Bordeaux Room/Paris Ballroom Foyer

7:00 – 8:30 pm Welcome Networking Reception and Dinner
Paris Ballroom

Sponsor:



DAY ONE — MONDAY, SEPTEMBER 25TH

7:30 am Networking Breakfast
Paris Ballroom Foyer

Sponsor:



8:30 am Welcome to the Forum
Paris Ballroom

Dennis Shea, President and Publisher,
Area Development Magazine, and
The Consultants Forum

Introduction of Forum Moderator

Amy Gerber, Managing Director,
Business and Economic Incentives
JLL

8:40 am 10 Essentials for Effective RFI Responses

Site selection is similar to dating. As with many relationships, both begin with a first impression. In site selection, the RFI response is the first impression a community makes to a company. Both parties share needed information to evaluate the potential of a first date.

What impression is your community making when responding to an RFI? We will look at the dos and don'ts of an RFI response and learn how to make a lasting impression.

Speaker: Carol Henderson, Director,
Business Incentives Practice
Cushman & Wakefield

9:20 am Retention Incentives: Let's Get Creative!

In today's economy, oftentimes companies are making investments and retooling, but not creating jobs. In this session, we'll explore various aspects of a job retention deal including how some communities have gotten creative in developing incentives targeted to these types of projects. It's a lot easier to keep what you already have in a community than to go out and win a new project(s) to replace it. This session will include success stories and suggestions for creating and using job retention tools.

Speaker: Meegan Lally Spicer, Director,
Site Selection & Incentives Advisory,
Duff & Phelps

10:00 am Networking Refreshment Break

Paris Ballroom Foyer

10:20 am Skills for a 21st Century Workforce

For much of the 20th century, manufacturing provided stable incomes for many workers with only a high school education. As the industry adopts increasingly sophisticated technologies, new manufacturing jobs require more advanced skills than are available at the high school level. Also, American industry will need newly trained workers to replace the large numbers of retirees in the coming decades.

In this session we will look at:

- Job requirements vs. actual education attainment
- U.S. earnings and unemployment by education
- Urbanization: Millennials redefine sense of place
- Aging population: Baby-boomers retire with financial impact
- Multigenerational strategy to increase labor force and scale training
- Return of manufacturing: Rise of the robots

Speaker: Kim Moore, Managing Director,
Newmark Knight Frank

**11:00 am Rules of Attraction and the Art of Seduction –
Main Drivers for Industrial Projects and
What To Do To Persuade Investors**

Capital-Intensive Projects (CIPs) have many unique requirements and project drivers. Through case histories we examine the key elements and common denominators and what communities can do to attract CIPs.

Speaker: Catalina Valencia, Senior Consultant,
Global Location Strategies - GLS

**11:40 am Three Trends Impacting the Future of
Economic Incentives**

Economic incentives are an increasingly significant factor in the site selection process. With this increased significance comes increased scrutiny. This presentation will focus on three trends which impact the future of economic incentives.

The first trend relates to the increased publicity of economic incentive awards and how such announcements can positively and negatively affect a project. The second trend involves state tax reform and special purpose legislation. Many states are either altering their corporate direct and indirect tax structure to be more competitive and/or reforming their incentive programs. The third trend revolves around additional reporting by both governmental entities and corporate entities.

Speaker: Kelley Rendziperis, Principal,
Site Selection Group

12:20 pm Networking Lunch

Paris Ballroom Foyer

Sponsor:



**1:30 pm Diversity in Manufacturing –
How Women Can Help Shrink the Skills Gap**

The manufacturing industry is experiencing an extreme makeover from dirty and dangerous to high-value skilled jobs. With less than one third of the entire manufacturing workforce filled by women, it's clear that a significant need and opportunity currently exists for women to add to the evolving industrial workforce and help close the skills gap. According to our speaker, if the gender gap in manufacturing would change by just 10 percent, the overall skills gap would be reduced by more than half.

Speaker: AJ Jorgenson, AVP, Strategic Engagement,
The Manufacturing Institute

2:10 pm Anatomy of a Project
Ever wonder what goes on behind the scenes of a site selection project? What is motivating the client? Why is the consultant asking for so much information, ASAP? "What is taking so long and why haven't I heard from anyone in a while?"

In this session, we will pull back the curtain and get to the heart of a site selection project from the consultant's viewpoint. Discussion topics will include:

- An overview of the process
- Key factors driving the client's location decisions
- Best practices for positioning your community on the short list of locations being considered

Speaker: Sarah Raehl, Senior Manager,
Deloitte Consulting LLP

2:50 pm Networking Refreshment Break
Paris Ballroom Foyer

3:10 pm Why Canada Matters: The Largest U.S. Trading Partner Remains an Excellent Source for FDI
Canadian-based companies continue to look to the U.S. for market expansion and site selection opportunities. This session explores the current trends in FDI from the north, the industries that offer the best possibilities for new site selection prospects, and how U.S. EDCs can best market themselves to this diverse cultural and economic marketplace.

Speaker: Isabel Cyr, Senior Consultant,
The CAI Global Group

3:50 pm Consultants Roundtable Wine & Cheese Breakout
Paris Ballroom

Over wine and cheese, the breakout session has each consultant meeting with 7-8 attendees for a group discussion on topics of the day and other issues.

4:30 pm Close of Day One

6:00–7:30 pm Speaker and Sponsor Reception (Private)
Speakers and sponsors will enjoy craft cocktails and hors d'oeuvres at Chicago's famed Vietnamese institution, Le Colonial, which vividly captures the beauty and spirit of French Colonial Southeast Asia from the 1920s, and is a short walk from the Sofitel.

Venue: *Le Colonial*

Sponsor:



Dinner on the Town

Attendees are free to enjoy Chicago's many excellent choices of restaurants and venues near the hotel and around the Windy City. The hotel concierge will be pleased to assist you with reservations.

DAY TWO — TUESDAY, SEPTEMBER 26TH

7:45 am Networking Breakfast
Paris Ballroom Foyer

Sponsor:



8:30 am Welcome to Day Two
Paris Ballroom

Dennis Shea, President and Publisher,
Area Development Magazine, and
The Consultants Forum

Amy Gerber, Managing Director,
Business and Economic Incentives,
JLL

8:40 am The New Smart Manufacturing

Industry 4.0 is the current trend of automation and data exchange in manufacturing technologies. It includes cyber-physical systems, the Internet management of things and processes, and cloud computing. As companies come to the USA, they tend to import their latest and greatest technology into their new facility – mostly due to the shortage of an available workforce.

Speaker: Angela Grace, Principal,
Blackshaw Partners

9:20 am Compliance Considerations for Frontline Economic Developers

Could you as an economic developer walk through the compliance process with a potential new corporate citizen? In this session we look at examples of the good, the bad and the ugly of incentives compliance, use of best practices, and how to avoid the pitfalls.

Speaker: Jennifer Carroll, Manager,
True Partners Consulting LLC

10:00 am Networking Refreshment & Checkout Break

Paris Ballroom Foyer

10:30 am Leveraging Your Region's Workforce to Support Business Growth or Attraction

Workforce issues continue to be at the forefront for communities across the nation. As companies grow and expand into new locations, talent concerns include not being able to locate enough skilled workers, while researchers and the popular media raise alarms at losing good jobs to automation. Join us for a data-focused conversation on where the workers are now and insights into the new professions, skills, and expertise needed by individuals and companies to compete in our global economy.

Speaker: Debbie Menk, Director of Consulting Services,
Economic & Workforce Development,
Emsi

11:10 am The Looking Glass Self – What I Wish I Knew Then!

In this session three site consultants discuss their prior experiences as economic developers and how those experiences help now in their work as site consultants. In this interactive session, find out how these consultants apply past and current practices to their project work and give some tips in handling today's most pressing site selection issues.

Panelists:

Carol Henderson, Director, Business Incentives Practice,
Cushman & Wakefield

Meegan Lally Spicer, Director,
Site Selection & Incentives Advisory,
Duff & Phelps

Kim L. Moore, Managing Director,
Newmark Knight Frank

11:50 am Consultants Roundtable Breakout

Paris Ballroom

This breakout session has each consultant meeting with 7-8 attendees for a group discussion on topics of the day and other issues.

12:25 pm Closing and Final Remarks

12:30 pm Networking Lunch

Paris Ballroom Foyer

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1:30 pm Adjournment



Area Development donates \$10 of each registration to the Breast Cancer Research Foundation in the name of all Women in Economic Development Forum 2017 attendees and speakers.